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ABSTRACT

This book describes a variety of publication experiences and reflections and offers guidelines on academic writing for college and university faculty to increase productivity and achievement in the "publish or perish" academic world. Chapter 1 defines academic writing and compares its characteristics with teaching. Chapter 2 discusses why colleges and universities favor faculty publication activities when making retention, tenure, and promotion decisions. Chapter 3 helps set the stage for the writing process by addressing its controllable environmental aspects. Chapter 4 discusses habits of successful publication. Chapter 5 provides easy-to-follow tips for publishing in newsletters. Chapter 6 explains publishing in scholarly journals. Chapter 7 reviews how to publish monographs and technical reports. Chapter 8 tells potential authors what they need to know about the book publishing process, discussing the industry in general, book publishing in particular, preparing proposals, negotiating contracts, and working with editors. Chapter 9 examines alternative outlets for creative writing. Chapter 10 discusses many benefits that authors reap from their efforts, including unexpected notoriety and recognition from outside the writer's professional field. Includes 6 tables, 23 figures, an index, and an annotated bibliography of over 125 items. (JB)

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